

DESJARDINS YOUTH EMPOWERMENT CHALLENGE
PROUDLY PRESENTED BY THE DESJARDINS GROUP

PURPOSE

The Desjardins Youth Empowerment Challenge is designed to empower Enactus teams with the resources needed to identify, create, and deliver projects that address the needs and opportunities facing youth, as it relates to education, learning skills and lifelong success.

NOTE: For this challenge, youth is defined as individuals under the age of 25. Youth Empowerment is defined as the effective transfer of knowledge and the development of new skills in youth, resulting in an improvement of their livelihoods. These newfound skills and knowledge should fill the gaps identified in the needs assessment and enable youth to lead better lives sustainably.

JUDGING CRITERIA

Which Enactus team most effectively used entrepreneurial action to empower youth to improve their livelihoods in an economically, socially, and environmentally sustainable way?

PRIZES

This competition is designed to reward the Enactus teams that best fulfil the judging criterion. The prize structure for the Desjardins Youth Empowerment Challenge is as follows:

Regional Round of Competition

Regional Champion(s) (\$1,500)
Regional Runner-Up(s) (\$1,000)
Regional Second Runner-Up(s) (\$500)

Final Round of Competition

National Champion (\$3,000)
National Runner-Up (\$2,000)
National Second Runner-Up (\$1,000)

MEASURED OUTCOMES

As a guideline, measurable outcomes for the Desjardins Youth Empowerment Challenge could include, but are not limited to, the following:

- Number of students involved in projects
- Number of volunteer hours logged by Enactus students
- Number of youth directly impacted
- Number of youth receiving skills development and/or workforce training
- Number of youth exposed to entrepreneurship as a viable career path
- Number of youth businesses started
- Number of new job opportunities created for youth
- Number of youth finding employment
- Number of youth pursuing post-secondary education
- Reduction of debt/and or increase in assets for youth participants